CHRISTIAN STATESMAN

VOL. XCIII | Pittsburgh, Pa., September, 1949 | No. 5

THE BOOK THAT MADE AMERICA

Green in his, **Short History of the English People,** speaking of England in the period when the Bible was translated into their mother tongue, said:

> "England became the people of a book, that book was the Bible. The whole temper of the nation felt the change. A new conception of life and of man superseded the old."

The same could be said of the people of this country in the early days when our nation was being established. Our founding fathers were likewise the people of a book, and this book was the Bible. This book gave to them their conception of life and of man. It also gave to them their conceptions of government, the principles and the ideals for the building of a nation, and they proceeded to establish this nation on this foundation.

The question is often asked, "What is the source of our nation's greatness?" Of the liberty and freedom we enjoy? Of the ideals and institutions that have contributed to our marvelous growth and strength and made us great? The answer is that their fountain source is the Bible.

That this is a fact can be established by the testimony of a vast array of America's most outstanding leaders and statesmen. We have space for the testimony of only a few.

First we quote from a Justice of the U. S. Supreme Court. Justice Brewer said: "The American nation from its first settlement at Jamestown to this present hour is based upon and permeated by the principles of the Bible."

Following are the testimonies of Presidents of the United States.

Andrew Jackson: 'The Bible is the rock on which this republic rests."

Thomas Jefferson: 'The Bible is the cornerstone of liberty."

Herbert Hoover: "We are indebted to the Book of Books for our ideals and institutions."

Woodrow Wilson: "There are great problems before the American people. I would be afraid to go forward if I did not believe that there law at the foundation of all our schooling and all our thought, the incomparable and unimpeachable Word of God."

Truly the Bible has made America great.

What then will insure America's future greatness? Manifestly, getting the Bible, its great principles and ideals into the minds and hearts of the citizens of America, especially of each on-coming generation of her citizens.

We are far from doing this today. Less than half of the nation's youth are being reached with Bible instruction. Is not this the underlying cause of our mounting wave of crime, juvenile delinquency, lawlessness, of the breakdown of family life, and other evils that imperil the life of our nation? Some one has called our American civilization of today a "cut flower civilization." Cut flowers are beautiful, but they soon wither and die when separated from their life-giving roots.

America's basic need today is the implanting in the minds and hearts of her citizens of tomorrow, the life-giving and sustaining principles of the Bible. In meeting this need we must rely on three institutions; the home, the church and the nation's schools—not on the church alone, though it is chief, nor on the church and the home, for many homes have no religion, but on church, home and public school. Religionless public schools would imperil the future of our republic.

The Bible and its great moral and religious ideals and principles must be given a large place in the curriculum and life of our public schools. The Book that made America must be in the schools on which we so largely depend to make Americans.

A Gigantic and Dangerous Monopoly

R. H. MARTIN, D.D., Chairman

Committee Against Liquor Advertising of The National Temperance and Prohibition Council

The alcoholic beverage industry is rapidly heading up into a gigantic and dangerous monopoly.

The Liquor Monopoly

In 1947, four of the 149 companies engaged in the manufacture of distilled liquors in the United States, produced 75% of the whiskeys consumed in that year. In 1943 it was only 60%. This shows a gain of 15% in four years.

The same "Big Four" companies are spending astronomical sums in attractive and misleading advertising of their products.

In 1948 the "Big Four" employed, on an average, 15 different media to popularize the beverage use of their various brands of liquor, and thus increase sales and profits.

Definite and reliable figures on their advertising expenditures are obtainable only in their newspaper and magazine advertising. This totaled over $28,000,000 for the year 1948. Following are the figures:

"Big Four" Advertising Expenditures in Magazines and Newspapers only, for the year 1948.

		Media Used
1. Distillers Corporation (Seagram's Ltd.)	$10,109,967	13
2. Schenley Industries, Inc.	8,424,453	11
3. National Distillers Products Corp.	6,291,034	23
4. Hiram Walker	3,414,506	14
	$28,239,960	15

The above $28,000,000 does not include the amount spent in other media than newspapers and magazines, averaging 13. While definite figures on the amount spent on these media are not obtainable, we do find the published advertising appropriation of quite a number of distilling companies, including two of the "Big Four". On this basis and on the basis of other data we find in advertising magazines, we estimate the "Big Four" spent $16,000,000 in advertising over these other media, making an estimated total of $44,000,000 over all media for 1948. Their advertising expenditures in 1944 were only 60% of the above total.

The advertising expenditures of the four distilling companies next in advertising expenditures to the "Big Four", we estimate at $13,000,000. This makes a grand total of approximately $57,000,000 as the advertising expenditures of 8 of the 149 companies engaged in the manufacture of the higher powered liquors.

This monopolistic trend is further shown by the fact that Seagram's and Schenley, now by far the larger of the "Big Four", in recent years have been rapidly taking over a large number of what formerly were independent distilling companies—Schenley more than fifty, and in addition it has taken over six wine companies, and the Blatz Brewery of Milwaukee. Last year Schenley spent in newspaper and magazine advertising alone, $800,000 in promoting the sales of the wines these six wineries produced, and ever $900,000 to increase the sale of Blatz Beer.

The Beer Monopoly

The brewery industry is also heading up in the same direction though not so rapidly and the big brewers number more than the "Big Four" in the distilling business.

Of the 460 breweries that sold 85,000,000 barrels of beer in 1948, one-half of this total was sold by 25 companies. It is claimed that each of four breweries sold more than 4,000,000 barrels of beer in the same year. One of these was the Joseph Schlitz Brewery of Milwaukee. Its production last year was 4,300,000 barrels. Already the largest brewery in the world it is enlarging its plant in Milwaukee and this year it purchased the Ehret Brewery of Brooklyn, New York and is spending from $5,000,000 to $6,000,000 in new construction and equipment of this new acquisition. Before the end of this year it will have a capacity of 6,000,000 barrels.

When it comes to advertising, the big brewers are also spending vast, though not astronomical sums. As many as ten are certainly in the million dollar class of advertisers. We have definite figures on the advertising of five of the largest companies in the following three media:

Advertising Expenditures of 5 Big Breweries in Newspapers, Magazines and Network Radio in 1948

		Media
1. Pabst Sales Company	$1,531,158	18
2. Joseph Schlitz	1,307,869	15
3. Ballantine & Sons	1,297,473	12
4. Liebmann	1,171,802	24
5. Anhenser-Busch	1,069,808	13
	$6,378,100	16

This does not include their expenditures in other media employed, averaging 13. Liebmann's appropriation over all media was $3,000,000 in 1948 and Schlitz's for 1947, $2,000,000. We estimate the total expenditures of the five for 1948 at $13,000,000.

The advertising appropriation of the next five largest companies for 1948 totaled $6,800,000.

This brings the total advertising expenditures of the ten largest of the 460 brewery companies to approximately $20,000,000.

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Jesus Challenges Christian Leaders to Meet Twentieth Century Sabbath Situation

In Jesus' day, as in ours, the Sabbath was all awry. Then, from ultra-conservatism and extreme formalism; now, from ultra-liberalism, selfish pleasure-seeking, and greedy commercialism. As a religious leader Jesus did not evade the Sabbath situation of his day. He met it four-square, in aggressive and courageous efforts to restore the true Sabbath. The way in which he met it is a challenge to Christian leaders today to meet the present Sabbath situation and answers their every excuse for shirking this responsibility.

1. Some ministers say they are too busy preaching sermons to win men to Christ and build them up in the spiritual life, to discuss this subject.

If any preacher ever had reason for not preaching on the Sabbath it was Jesus. He had the responsibility of laying the foundations of his Kingdom and only three years in which to do it. In his day the people were as ignorant of the vital truths of religion as they are now. Even Nicodemus had to be instructed about the new birth. Nevertheless, Jesus found time to instruct the people regarding the Sabbath. He believed its recovery to be so essential to spiritual life and the work of his Kingdom that he could not ignore this subject. The Gospels record six of his discourses on the Sabbath, an average of two each year, more messages than many preachers have given on this subject in their entire ministry.

2. Other ministers say they do not need to preach on this subject. Those whom their preaching wins to Christ and spiritual living will naturally use the Sabbath aright.

Jesus did not think so. Otherwise he would have ignored this subject and given himself wholly to preaching and teaching on "spiritual themes." Instruction regarding the Sabbath is as essential today.

Those who offer this excuse are not consistent. If it is unnecessary to instruct the people regarding the Sabbath, why is it necessary to have educational programs to instruct their members regarding their duty to give to the Lord's cause. Why not confine their efforts to teaching the people to be spiritual and depend on this to make them liberal givers? Instruction regarding the Sabbath is just as essential as instruction regarding other Christian duties.

3. Some ministers do not preach on the Sabbath because it is an unpopular, controversial subject.

But standing four-square for the Sabbath is not nearly so unpopular, nor the subject so controversial today, as it was in Jesus' day. All his discourses on this subject were controversial. His stand on the Sabbath question was a leading cause of his rejection and crucifixion. Nevertheless he fearlessly met his obligation as a leader in Sabbath recovery. Doubtless preaching the truth on this subject and applying it will stir up opposition in many congregations today, but if the preacher "measures up" in his messages he will have strong support from most of his people. If in some congregations pastors may have to go, none of them will be put on trial, condemned and crucified for their loyalty to the Sabbath. Faith in God, Christian courage and backbone on the part of the church leaders would greatly advance the Sabbath cause.

4. Another excuse some ministers offer for not discussing this subject is that they do not know what to say.

It is a difficult subject on which to preach. Even Christian people hold widely divergent views regarding the Sabbath. Life today is so complicated, so inter-dependent, and things have gone from bad to worse in the desecration of the Sabbath until many ministers do not know what to say on this subject.

At this point Jesus challenges them to a thorough study of this subject. He had a complete understanding, a thorough mastery of it. The study of his controversy with the Pharisees over this question leads one to marvel at his grasp of the subject.

Many preachers and other Christian leaders are poorly informed on this subject and unable to present it in a convincing way. A thorough study of it, a complete mastery of its background by our Christian leaders is a prerequisite to meeting their responsibility to the Sabbath cause.

The concentration of power in a few big corporations in any industry even though its products are entirely useful and contribute to the public welfare, is potentially dangerous. Much more so with the alcoholic beverage industry, a business that is evil in character and a major cause of crime, lawlessness, juvenile delinquency, the slaughter on our highways, the disintegration of our family life, and of kindred evils that imperil the life of our nation. It puts tremendous power in the hands of a few persons who are unscrupulous in its use.

This enables these big corporations to use vast sums of money to exert influence upon the political life of our nation—on Congress and State Legislatures and in local option elections on the Liquor issue. It also enables them to exert a tremendous influence on the economic and social life of our country.

The administration at Washington is concerning itself with monopoly in industry. Why not an investigation of the monopoly in the liquor industry?

THE CHRISTIAN STATESMAN
Founded in 1867
Devoted to Christian Political and Social Science
Official Organ of
THE NATIONAL REFORM ASSOCIATION
An organization of Christian citizens founded in 1863
Published Bi-Monthly
January, March, May, July, September and November at the Association's Headquarters, 209 Ninth St., Pittsburgh 22, Pa.
R. H. MARTIN, Editor-in-Chief
Rates, $1.00 the year, payable in advance.
Entered as Second Class Matter, July 30, 1906 at Pittsburgh, Pa., under Act of Congress of March 3, 1879.
Acceptance for mailing at special rate of postage provided in Section 1103, Act of October 3, 1917, authorized January 17, 1921.

A NEW PROTESTANT WEEKLY

A new non-denominational weekly newspaper, "The Protestant World", will begin publication about the first of next year. "The Protestant Voice," published in Fort Wayne, Indiana, will be purchased, and the equipment and offices will be moved to New York, according to Dr. Homer R. Gettle, publisher and former Ft. Wayne pastor.

Milford Runyon, brother of the late Damon Runyon and Executive Vice President of the American Cancer Society, served as Chairman of the Provisional Executive Committee, in charge of employing a staff and organizing the paper.

DIAMOND JUBILEE CONVENTION OF THE WCTU

The 75th Annual Meeting of the National Woman's Christian Temperance Union, their Diamond Jubilee Convention, held in the Bellevue-Stratford Hotel, Philadelphia, Penna., August 16th-24th, 1949, was a notable and in every way a successful convention.

Every state in the Union but one was represented and delegates from Canada and England were in attendance. The hotel's large ballroom, with a seating capacity of probably 1,200 in which the sessions of the convention here held, was filled to capacity at most of the sessions. The addresses were of a high order. There were many admirable addresses by their own state and national leaders. Most worthy of mention among these was the annual message by Mrs. D. Leigh Colvin, National President.

Among other outstanding speakers who addressed the convention we mention Mr. H. Cecil Heath, General Secretary of the United Kingdom Alliance of England, and Mrs. Muriel G. Heath, Honorary Corresponding Secretary of the World's WCTU; Bishop Wilbur E. Hammaker, Executive Vice President of the Methodist Board of Temperance; Dr. Frank C. Laubach, Representative of the Foreign Missions Conference of North America; Honorable Clinton N. Howard, Superintendent of the International Reform Federation; Dr. Jesse Hays Baird, Moderator, The Presbyterian Church in the U.S.A.; and Hon. Joseph R. Bryson, Member of Congress from South Carolina.

While most of the addresses were on various phases of the liquor problem, a number of the addresses were on other moral problems only indirectly related to the liquor problem. Throughout the convention emphasis was placed upon the spiritual. Devotional services were conducted at each session and one session was given over entirely to prayer.

While there was recognition of the tremendous power of the foe they are fighting, the spirit of confidence and optimism and certainty of ultimate victory prevailed.

During the sessions of the convention something over $5,000 was raised to carry forward the work of the WCTU.

It was in every way a great convention. The following officers were reelected for the coming year: President, Mrs. D. Leigh Colvin; Vice President, Miss Mary B. Ervin; Recording Secretary, Mrs. Glenn G. Hays; Corresponding Secretary, Miss Elizabeth A. Smart; Treasurer, Miss Violet T. Black.

HIGHWAY SAFETY PROGRAM IGNORES LIQUOR

The editor has received an elaborate and attractive "Pennsylvania Highway Safety Program Kit" from Governor James H. Duff's Highway Safety Advisory Committee, printed and illustrated in colors. It contains startling facts with reference to accidents on the highways of our country, the number of deaths and injuries resulting therefrom, the causes of these accidents, and many valuable suggestions as to how to prevent them.

"Each year", it is said, "we kill and injure more Americans on our highways than there are in the United States Army (645,000) plus the number in the U. S. Air Force (275,000).

"The U. S. Army and Air Force combined has a strength of 920,000 but 1,400,000 are killed and injured on our highways each year."

This is followed with the caption, **"Here's Why."** Four causes are given, the number of deaths and injuries resulting from each cause, and this is driven home by cuts of the entrance to cemeteries with the number of persons buried in them as a result of these highway accidents, and of hospitals with the number of patients treated in them resulting from these highway accidents.

First cause—**Speed.** Speeder Cemetery—10,080 buried here (28 per day); Speeder Hospital—338,410 (900 per day.)

Second cause—**the Road Hog.** Road Hog Cemetery —3,540 buried here; Road Hog Hospital—102,270 (285 per day admitted here.)

Third cause—**Discourtesy.** Discourteous Cemetery —2,880 buried here; Discourteous Driver Hospital— 202,680 injured—(550 admitted daily.)

Fourth cause—**Recklessness.** 3,040 killed; 116,201 injured.

Then there are pamphlets, leaflets, etc. giving suggestions and directions as to how to prevent this appalling slaughter on our highways, all of which is highly useful and commendable. But the major cause of these highway accidents is all but entirely ignored. Why so many speed, road hog, discourteous, reckless drivers on our highways? It is a matter of common knowledge that it is due to so many "had-been drinking" drivers. The statistics given out by the National Safety Council confirm it.

It is difficult to believe that Governor Duff and his Advisory Council do not know this. But we find no reference whatsoever to drinking or drunken drivers as a cause of these 1,400,000 injuries and deaths resulting from highway accidents in the entire "kit". The only reference to liquor found in the "kit" is this brief statement with reference to pedestrian accidents on the highways:

> "Studies show that two out of five pedestrians killed had been drinking substantial amounts of intoxicants. (Based on studies of 321 cases by New York's Chief Medical Examiner and 193 cases by the Coroner of Cuyahoga County Ohio."

Why no cut of the entrance to a cemetery with the number of persons buried there as a result of drinking and drunken drivers inscribed on it? Of a hospital with the number of injured persons treated there, due to the same cause? Why not even a warning, "Don't Drink before Driving?"

Has the liquor traffic become so powerful that our public officials feel obliged to suppress facts reflecting upon it, even in a matter that pertains to the safety and life of the millions of people who travel our highways? We expect to ask Governor Duff and his Highway Safety Advisory Committee the reason for this omission. What about your doing so?

OUR PUBLIC SCHOOLS

The gathering this September of 25,000,000 youth in the public schools of this country for another year's schooling is an event of such importance that it should not pass without notice. For the public school, excepting the home, is doing more to determine the nation's character and future than any other institution. Here, 85% of American youth are under the instruction and guidance of nearly a million teachers six hours each day for five days a week, nine months a year for twelve or more years during the impressionable period of their lives when their ideals and characters are determined.

It has been truly said: "The school is society shaping itself;" that what you would put into the nation in the next generation you must put into the schools this generation, and that which you would drop out of the nation in the next generation you must drop out of its schools this generation.

How important, then, the character of our public school education!

If we want a nation in which intellect is to dominate, make the intellectual development of our youth the chief aim and effort. But if we want character to dominate, we must make the development of upright, honest, unselfish, God-fearing citizens the school's chief aim and effort.

A citizenship that is strong intellectually, and weak in moral character will not only fail to make a strong nation, but may bring about its downfall.

Victor Hugo said, "When you open a school, you close a prison." But schools have been made available to all American youth and our prisons are full to overflowing. Theodore Roosevelt said, "A man trained in mind but not in morals is a menace to society. Calvin Coolidge, "Education without character is dangerous." And Nicholas Murray Butler said, "Our schools turn out intellectual giants and moral pigmies."

Our public schools are rendering an inestimable service to the nation in developing and training American youth physically and intellectually, but they are weak in developing them morally and spiritually. To overcome this weakness, building the character of our youth must be made their highest aim and the most effective means and agencies employed in achieving this aim. The Bible, the greatest character building book in the world, must be given its rightful place in the school and its great moral and spiritual principles and ideals restored to the place they once had in the textbooks and curriculum of the schools. This does not mean sectarianism in the school. But it means moral training with religious sanctions to make it effective.

The answer to all the objections that will be made to this is, that the good of American youth requires it and the welfare and safety of the Republic demands it.

SOUTHERN CALIFORNIA BRANCH

At a meeting of the Board of the Southern California Branch of the National Reform Association on September 9th, a program for the coming months was adopted which included a campaign on behalf of Sabbath Observance, the continuing of their program in support of a bill to be introduced into the next Session of the California Legislature for Bible reading in the Public School and the publication and distribution of literature in an educational campaign in support of the bill for the next eighteen months.

This Branch is also sponsoring radio programs over several local stations for the Christian Amendment now before Congress.

ASSOCIATION ACTIVITIES

In August a copy of the Prospectus of Dr. Fleming's book, "God in Our Public Schools", was sent to 400 officials of the Councils of Churches and Directors of Religious Education throughout the country. Resulting from this we have already received a number of orders for this book.

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We have just received an order for ten copies of "God in Our Public Schools" from the Baptist Book Store of Fort Worth, Texas. We have already supplied this book store with more than 100 copies.

This book, more needed and more valuable since the disastrous Supreme Court decision in the McCollom case than before, should have nation-wide publicity. We expect to give it much wider publicity in the months to come.

* * * * *

Recently we received an order for ten copies of "The Day", one of our books on the Sabbath, from the publishing house of the Free Methodist Church. They are to be used as a textbook in the study of the Sabbath by students in their theological seminary.

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As announced in our last issue, since the beginning of this year we had published 150,000 copies of our liquor graphs. Since then we have published 30,000 more of these graphs, making a total of 180,000. 175,000 of these were Penna. graphs, that is graphs which gave the data not only for the United States but also for Pennsylvania and some of them included the data for certain counties in the state. The remaining 5,000 copies was an initial printing of an Ohio graph largely for promotion purposes.

These have been or are being distributed in some communities and counties from house to house thus reaching every home with their arresting facts and appeal. Some of them were distributed in churches and Bible schools. Others are included in letters which pastors send out to members of their congregations. Others were used in the educational campaigns preparatory to voting on the liquor and beer issue at the September Primaries in a number of communities in Penna. In Rochester, Pa. a number of these leaflets were distributed in connection with the celebration of the town's 100th Anniversary.

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Dr. Martin spent the second week in August vacationing at Ocean City, N. J. Following this he spent another week in Philadelphia were he attended the Diamond Jubilee Convention of the National WCTU, where he met many of the temperance leaders of the country. He also preached in the New York Reformed Presbyterian Church where he presented the National Reform cause on August 21st.

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The Sabbath program, announced in the last issue of The Christian Statesman which the National Reform Association is initiating with Rev. Walter C. McCrory as Director, has already gotten under way. Within the past two and a half months we have sent out five releases each containing two brief articles on the Sabbath to the editors of leading religious papers and to a number of secular papers for insertion of one in their weekly edition of the religious papers, and in the Saturday edition of the secular papers.

We have received copies of the issues of quite a number of these papers containing our releases.

The next item in our program calls for sending a letter with enclosures to a large number of pastors in Protestant denominations outlining our program, requesting them to preach on this subject and in other ways cooperate with us in an educational program for the recovery and maintenance of the Sabbath as a day not only for rest, but as a day for public worship, religious instruction and Christian service.

* * * * *

Dr. Martin as Chairman of the Committee Against Liquor Advertising of The National Temperance and Prohibition Council, is giving considerable time to securing data on the amount spent on liquor advertising for the year 1948 and getting it into shape for sending it out in a number of releases to religious and temperance publications of America, and reporting his findings to the annual meeting of the Council at Washington, D. C. next January.

The last of August he sent out a release entitled, "National Liquor Monopoly in Making," showing that the liquor industry is rapidly heading up into a gigantic and dangerous monopoly. The substance of this release is found elsewhere in this issue. It was sent out to 250 religious and temperance organs and also to a number of secular newspapers and given to the Associated Press and the International News Service.

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At its last annual meeting The National Temperance and Prohibition Council authorized a nation-wide protest and appeal campaign against Life, Time and Fortune (all published by Time, Inc.) of which Henry R. Luce is founder and editor-in-chief, for allowing the liquor industry of America to use the unparalleled facilities of these magazines as the spearhead of a gigantic advertising campaign to glamorize and popularize the use of intoxicating liquors and thus increase their sales and profits.

As Chairman of this Council's Committee Against Liquor Advertising, Dr. Martin is preparing a publication covering this matter and urging that protests be sent to the editor which, with a covering letter, will be sent to the leaders of the temperance organizations of the country, to officials of higher and lower courts and conferences of the Protestant denominations and also to the religious and temperance press of the country.

LULU LOVELAND SHEPHARD

Supplementing the notice of the death of Mrs. Lulu Loveland Shephard, which occurred on April 22, 1949, and the brief notice of her connection with the National Reform Association which appeared in the May issue of the Christian Statesman, the Board of Directors of the National Reform Association wishes to place on record the following statement regarding her life and character, and the service she rendered the Association.

Mrs. Shephard was a woman of fine Christian character, of attractive and commanding personality, and of unusual ability which she consecrated to the service of her Lord and Master. For a long period of years she was on the staff of the National Reform Association and gave unstintingly of her time, ability and energy to the promotion of the Association's work.

Previous to her connection with the Association, she was President of the Utah Women's Christian Temperance Union. Her duties called her to travel through this State. She thus came into intimate contact with Mormonism and gained an inside knowledge of its doctrines, practices and aims which was of great value to her in later years in discussing the Mormon issue before the American public.

She wielded a "ready pen," and contributed many articles to the Christian Statesman. She was among the foremost woman speakers on the American platform and was widely known as "The Silver Tongued Orator of the Rockies." She carried the message of the National Reform Association on Mormonism, the liquor traffic, and other moral issues to every section, almost to every State in the United States, and greatly extended the constituency of the Association.

When the burden of constant speaking and travel became too heavy for her to bear, Mrs. Shephard concluded her work with the National Reform Association and settled down in Los Angeles, California, where she continued her speaking in that city and vicinity. From there she went to Texas, where she spent the last two or three years of her life, a good portion of it in a hospital in Marlin. Though greatly restricted in her activities, and suffering much, she never lost her indomitable spirit, and with difficulty kept up a correspondence with her intimate friends.

Now, she rests from her labors on earth, and has entered upon higher service in the heavenly world. "Blessed are the dead that die in the Lord."

LIQUOR GRAPHS COMMENDED

Among the many commendations of our liquor graphs we have received the following from F. D. L. Squires, Research Secretary of the American Business Men's Research Foundation of Chicago:

September 8, 1949

Dear Dr. Martin:

"Have just been reading carefully your latest multicolored postal leaflet on Liquor Costs. It is a dandy.

"We hope that copies of this may be sent out widely enough so that every alert group in any community in Pennsylvania and beyond, will be given the opportunity of purchasing it for mass distribution. You have done a marvelous job."

The leaflets to which he refers are leaflets which contain liquor data, not only for the nation but also for Pennsylvania, a number of them for a county in Penna. as well, of which we have published since the beginning of this year, 175,000 copies. We have just put out an initial publication of 5,000 of these leaflets containing Ohio, as well as national, data. We have the required data for publishing similar leaflets for a number of other states and hope soon to publish a similar leaflet containing only national data for circulation anywhere in the U. S.

For sample copy and additional information address, The National Reform Association, 209 Ninth St., Pittsburgh 22, Pa.

RADIO AND TELEVISION ADVERTISING OF LIQUOR

Schenley Distillers, Inc., next to Seagram's the largest distillery company in America, is making a determined effort to go on the radio and also to include television in advertising distilled spirits. In doing so it is flaunting a strong public sentiment against such advertising and also the established policy of the majority of distilleries.

This effort of Schenley's has stirred up a hornets nest. It has lead Congressman Crawford of Michigan to introduce a bill into Congress to prohibit the use of the radio or of television in advertising not only distilled spirits but also wines and malt beverages. It has also aroused the wrath of U. S. Senator Edwin C. Johnson of Colorado. He has written strong letters to officials of the Alcohol Tax Unit and the Federal Communications Commission urging them to act in this matter.

"It seems to me," he said, "that the liquor industry's projected plan to use radio is vicious and without regard to the high moral standards of American homes and contrary to the public interest."

Congressman Crawford in addressing Congress said, "This brazen attempt of a distiller to defy the principles of good public relations and common sense is almost inconceivable."

Mounting Advertising Expenditures Of Cigarets and Tobacco

Two years ago we published in these columns the advertising expenditures in newspapers, magazines, and network radio of six big tobacco companies in advertising their products. Below are the figures for these same companies for the year 1948, and for comparison we republish the figures for 1946, which show a gain of almost $16,000,000 in two years.

Advertising Expenditures—Newspapers, Magazines, Radio

	1948	1946
Reynolds Tobacco Co.	$11,271,136	$ 4,623,552
Liggett and Myers Tobacco Co.	9,243,336	4,738,585
American Tobacco Co.	7,479,755	4,628,054
Philip Morris & Co.	6,564,620	4,166,438
Lorillard P., Co.	3,691,169	2,527,320
Brown & Williamson Tobacco Co.	1,745,232	3,337,804
	$39,995,248	$24,021,753

In 1947 the total was $33,953,197. This shows a gain of $9,931,444 in 1947 over 1946, and of $6,042,051 in 1948 over 1947; an increase of $15,973,495 or 66% in the two years.

Cigars, chewing tobacco, pipe smoking tobacco are antiquated and on the way out. Cigarets have taken over. For this the fair sex is not without blame. It just wouldn't be nice for a woman to go around with a cud of tobacco bulging out one cheek, emitting smoke from a odoriferous old pipe, or puffing away at a big cigar.

This $40,000,000 spent by these six companies in promoting the sale of their products is a vast sum. Add to it the $57,000,000 spent by 8 big distillery companies and the $20,000,000 spent by 10 big brewery companies in advertising their products, as found elsewhere in this issue, and it makes a grand total of approximately $117,000,000 spent by 24 companies to increase the sale and consumption of tobacco and alcoholic beverages.

This, of course, means that many, many times this amount is spent yearly by the American people for liquor and tobacco. Truly America is on the march—but whither?

Petitioning For The Christian Amendment

Below is the heading for a petition for the Christian Amendment. Cut it off, paste it on a sheet of typewriter paper, and then add more sheets to contain the signatures that are obtained. When finished send it alone or with other like petitions to the Representative from your Congressional district with a letter asking him to present it to the House of Representatives. A stream of petitions coming in will lead the members to ask about the Amendment, for there doubtless are many who do not know of its existence; and to realize also that behind it is a considerable body of public opinion and demand. This continuing attack will have good results in building up interest in the Christian Amendment in Congress.

Seek signers in your community, at Conventions, Conferences, and similar gatherings. The churches of this community should be urged to use this petition form. Petitions should have a minimum of fifty names and preferably twice that. Let Congress hear from the Christian people of America.

(Detach on this line)

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